

Board of Directors

Bruce Spangler, President (Oroville)
Brooke Isenberg, Vice President (Chico)
Analise Uhrig (Chico)
Mohammad Billah, Treasurer (Chico)
Kiran Paragji, (Oroville)
Haroon Saddique (Paradise)
Nicole Johansson, (At Large)
John Pearson, (At Large)



Advisory Board

Victoria Anton, Oroville
Melanie Bassett, Chico
Evie Feldman, Paradise
Chris Constantin, Chico
Jennifer Leonard, Unincorporated
Ben North, Oroville
Melissa Schuster, Paradise
Audrey Taylor, Unincorporated
Heather Ugie, countywide

EXPLORE BUTTE COUNTY REGULAR BOARD MEETING

January 14, 2021
Time: 12:00 p.m. – 2:00 p.m.

Join Zoom Meeting
<https://us02web.zoom.us/j/87891036140>
Dial in: 669-900-9128
Meeting ID: 878 9103 6140

AGENDA - DRAFT

PURPOSE: The purpose of this corporation shall be to promote Butte County tourism through the development and operation of a tourism business improvement district and other programs and initiatives.

1. Call to order and roll call – virtual meeting, votes will be considered aye, unless individual members abstain or verbally vote no.

2. **CONSENT AGENDA**

2.1 Approval of Board Meeting Minutes of November 12, 2020

2.2 Approval of November and December 2020 financials

3. **PUBLIC COMMENT**

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to 3 minutes per speaker. The Board may not take any action on public comment.

4. **REGULAR AGENDA**

4.1 CONSIDERATION OF THE 2021 DRAFT OPERATING BUDGET

Strategic Goal: Board Business

The ad hoc budget committee met to discuss and finalize the 2021 operating budget. Full description of new line items and transition to Destination Marketing and Management Organization (DMMO) included in board packet. The budget includes a new line item of unspent revenue from prior years so we can spend down cash from prior years.

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Recommendation: *To approve the 2021 draft operation budget as presented, to be effective January 1, 2021.*

4.2 MARKETING COMMITTEE UPDATE. CONSIDERATION OF MARKETING ACTIVITIES IN LINE WITH PROPOSED 2021 OPERATING BUDGET.

The marketing committee met on December 16, 2020. Meeting agenda and minutes included in board packet. The committee reviewed and discussed all line items from the proposed 2021 budget to create a detailed plan for allocation to more specific activities. Those items will inform the annual marketing plan. The committee did agree on a \$60,000 allocation to a videography project, which would be administered by a third-party not already a vendor. Because of the amount of the item, board approval will be necessary.

Committee also discussed and determined the main points of interest to be used for collecting “big data”. There are still a few locations that need to be determined, but the decisions made will allow the contract and data collection to begin January 1, 2021.

Recommendation: *To approve the contract with Jason Weinrich for videography services for the 2021 calendar year, not to exceed \$60,000.*

4.3 CONSIDERATION OF RECOMMENDATION BY MARKETING COMMITTEE TO PURCHASE AND DEPLOY A MOBILE VISITOR CENTER

Strategic Goal: Build Brand Awareness

Explore Butte County does not operate a brick-and-mortar visitor center, instead we partner with the chambers of commerce who service visitors in their locations. With the duties of the Outreach Coordinator there is an opportunity to create a mobile visitor center. This would be an EBC-owned vehicle that can be wrapped and branded for all in-market deliveries but can also serve as such things as a “booth” during events, welcome center while parked at attractions, and even travel out of county to promote Butte. Staff researched other destinations, and this is a common asset deployed by many others.

Recommendation: *To purchase, outfit, and deploy a mobile visitor center. The project would be managed by the marketing committee with a total budget not to exceed \$150,000. This is not in the current operation budget and would be allocated from unrestricted net assets.*

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4.4 CONSIDERATION OF BYLAW UPDATES TO INCLUDE NEWLY ADDED CITY OF GRIDLEY

Strategic Goal: Strong Local Partnerships & Board Development

Explore Butte County operates under a new Management District Plan (MDP) which was written and approved during the renewal of the district. The updated MDP was effective December 1, 2020. With the addition of the City of Gridley, language in the bylaws should be updated to be more inclusive for Gridley representation as they are currently excluded. Staff is proposing minor changes, as presented in board packet. This may also be an opportunity to create an ad hoc committee to review bylaws as the organization has shifted to a DMMO.

Recommendation: *Accept the updated bylaws as presented, to be more inclusive of Gridley.*

4.5 AD HOC NOMINATIONS COMMITTEE REPORT

Strategic Goals: Board Development

Nomination information for both the board of directors and advisory board was developed and noticed in November of 2020. Notices have been sent to all members whose seats are set to expire in March of 2021. The committee will have a slate of recommendations to be presented to the board at the annual meeting in March of 2021.

Recommendation: *No action required, reporting purposes only.*

4.6 STRATEGIC PLANNING DISCUSSION

Strategic Goals: Board Development

The full board participated in a strategic planning session in July of 2020 and goals were developed to help guide the organization. At this point, the board is being asked to revisit the plan and to assist moving it forward.

Recommendation: *Discussion.*

5. REPORTS AND COMMUNICATIONS

5.1 EXECUTIVE DIRECTOR REPORT *Carolyn Denero*

5.2 ITEMS FOR MARCH BOARD MEETING

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- Board Suggestions

6. **CLOSED SESSION**

6.1 Review of executive director contract. Discussion of personnel items.

7. **ADJOURNMENT**

Next regular board meeting is scheduled for March 11, 2020.